

Regular Meeting: Max W. Wells, President, presiding

Present: Max W. Wells, President; Jesse Moreno, Vice President; Celina Barajas, Barbara A. Barbee, Lawrence P. Hochberg, Sean Johnson, Lawrence S. Jones, Amy W. Monier, Susan Rader, Marlon Rollins, Raquel A. Rollins, Rodney Schlosser, Paul Sims, Robb P. Stewart, Yolanda F. Williams – 15

Absent: None

President Wells convened the regular meeting at 9:06 a.m. A quorum of the Board was present.

Agenda Item 1. Speakers:

1. Cannon Flowers, Senior Affairs Commission, Council District 7 regarding Senior Programs
2. Delia Jasso regarding the 2017 Bond Program

Agenda Item 2. A motion by Sean Johnson, seconded by Barbara Barbee, for approval of Minutes of the December 15, 2016 Park and Recreation Board Meeting, was carried. The vote was unanimous.

CONSENT AGENDA (ITEMS 3 - 4)

ADMINISTRATION AND FINANCE COMMITTEE – MISCELLANEOUS

Agenda Item 3. Norbuck Park (10) – A motion by Raquel Rollins, seconded by Jesse Moreno, to authorize an alcohol permit request for Tanna Wood, with Racing Systems, to serve alcohol at a the Too Cold to Hold 5K Run at Norbuck Park located at 400 N. Buckner, on Sunday, January 29, 2017 from 6:00 a.m. – 12:00 p.m. - Estimated Revenue: \$3,850 [This is a recurring event], was carried. The vote was unanimous.

BACKGROUND

The Park and Recreation Board has the authority by City Code (Sec.32-11.2(3)) to approve alcohol consumption on park property. A request has been received from Tanna Wood, with Racing Systems, to serve alcohol at the Too Cold to Hold 5K event being held at Norbuck Park located at 400 N. Buckner on Sunday, January 29, 2017 from 6:00 a.m. to 12:00 p.m. The 5K Run will also include music, food and beverage. This is a recurring event with an estimated attendance of 1500.

The Alcoholic Beverage Permit Conditions document has been given to the event organizers who will be required to meet all of the conditions to include Naming the City of Dallas as an Additional Insured as specified by the City's Risk Management Office and restricting alcohol consumption to a designated enclosed area staffed by the Dallas Police Department.

Park and Recreation Board approval for issuance of an alcohol permit for Tanna Wood with Racing Systems is requested.

FISCAL INFORMATION

Event organizers will pay a \$250 alcohol permit fee, \$3,600 special event fee and a \$450 refundable cleanup deposit – Estimated Revenue: \$3,850.

Agenda Item 4. Park and Recreation Department (All) – A motion by Raquel Rollins, seconded by Lawrence Jones, to authorize acceptance and deposit of \$142,992 from the WellMed Charitable Foundation, in accordance with the Park and Recreation Board Sponsorship Policy, for the purpose of sponsoring annual registration cards and monthly program enrollment fees for seniors age 60 and over – Financing: Donation, was carried. The vote was unanimous.

BACKGROUND

On August 20, 2015, the Park and Recreation Board approved the Sponsorship and Marketing Revenue Policy. The policy's intent is to provide greater flexibility in generating sponsorship marketing revenue which would be deposited into a City of Dallas Park and Recreation Department multi-year fund to be solely distributed as detailed in the sponsorship agreement with a sponsor or corporate partner. Sponsorship agreements may not conflict with existing contracts for goods, services, or concessions.

This policy requires that on an annual basis, the Dallas Park and Recreation Board review and approve a list of all programs, events or other known activities with a sponsorship valuation in excess of \$50,000. Once approved, the Director or their designee may solicit sponsorship opportunities for the benefit of the Dallas Park and Recreation Department.

The WellMed Charitable Foundation and Dallas Park and Recreation Department's Senior Program Division share a common vision to enhance and increase senior programming at its 43 recreation center sites. This collaboration demonstrates a desire to work together in Dallas to help build exciting new programs for seniors throughout the Dallas area, and the desire to build a foundation for projects in the future. The WellMed Charitable Foundation's Board of Directors has approved a sponsorship opportunity that would allow the Dallas Park and Recreation Department to waive the 2017 annual Participant ID Card fee of \$10 per senior and the 2017 monthly program participant fee of \$5 for senior programs up to a cap of \$142,992 in 2017 based upon the provisions of this Sponsorship Agreement. The purpose of this sponsorship is to reduce financial barriers for participants engaged in the Senior Programs.

The Agreement will be subject to the following terms:

1. The sponsorship award letter provided on December 14, 2016 anticipates a funding period of January 1, 2017 thru December 31, 2017.
2. WellMed will fund the cost of the \$10 annual participant cards and \$5 monthly program fees not to exceed \$142,992 for the Active Senior and Adult Programs for seniors age 60 and over. Payment will be submitted within 21 days of approval.
3. City will agree to use the approved logo(s) of the WellMed Charitable Foundation on promotional and senior program marketing material during the period of January 1, 2017 thru December 31, 2017.
4. City will agree to submit quarterly participation reports as requested by the WellMed Charitable Foundation.

FISCAL INFORMATION

WellMed Charitable Foundation Sponsorship: \$142,992 (Donation)

BRIEFINGS

Agenda Item 5. Texas Open Meetings Act Briefing, presented by Bertram Vandenberg, Assistant City Attorney, City of Dallas.

Agenda Item 6. Tennis Centers Program Overview and Contract Status Update introduced by John Jenkins, Deputy Director, Park and Recreation Department and presented by John Lawrence, Senior Park Manager, Park and Recreation Department.

Agenda Item 7. Dallas Park and Recreation Strategic Plan Update and 2017 Work Plan presented by Ryan O'Connor, Senior Park Manager, Park and Recreation Department.

OTHER/NON-ACTION ITEMS

Agenda Item 8. 2017 Bond Program Update presented by Willis Winters, Director, Park and Recreation Department.

Agenda Item 9. FY 2016-17 Budget Update presented by John Jenkins, Deputy Director, Park and Recreation Department.

Agenda Item 10. Committee Reports, no reports given.

Agenda Item 11. Park and Recreation Board Members Liaison Reports: Audubon Dallas/Cedar Ridge Preserve, Cultural Affairs Commission, Dallas Arboretum and Botanical Society, Dallas Zoological Society, Downtown Dallas, Inc./Downtown Parks, Friends of Fair Park, The Friends of Katy Trail, Lee Park and Arlington Hall Conservancy, State Fair of Texas, Texas Discovery Gardens, The Trinity Commons Foundation, Trinity River Audubon Center, Turtle Creek Association, The Woodall Rodgers Park Foundation/Klyde Warren Park:
Barbara Barbee: Texas Discovery Gardens.

Agenda Item 12. Staff Announcements – Upcoming Park and Recreation Department Events:
Willis Winters announced future Park and Recreation Board Briefings.

Agenda Item 13. President Wells announced the next Park and Recreation Board regular meeting on Thursday, January 26, 2017.

Agenda Item 14. President Wells adjourned the Board meeting at 11:59 a.m.

Dawna M. Ray, Secretary
Park and Recreation Board

Max W. Wells, President
Park and Recreation Board

NOTE: For more information on discussion of any issue heard during this meeting, refer to the tape recording retained in the Park Department's Central File.